



Resource Center

CALIFORNIA DEPARTMENT OF ALCOHOL & DRUG PROGRAMS

Red Ribbon Week

Red Ribbon Week (RRW) is **October 24-28, 2011**. Now is the time to order prevention and treatment publications/posters on alcohol, tobacco and other drugs. The Resource Center (RC) has prepared this list of recommended materials for the nationally recognized RRW campaign. The RRW is conducted in schools to raise awareness about the dangers of substance abuse. Take the time to talk with your students, your families, your neighbors, and your communities about living a drug-free lifestyle. **RESEARCH IS CLEAR**, setting boundaries, parental involvement in a child's school and community as well as monitoring behavior are the keys to raising safe, healthy and drug – free children.



The RC will accept Red Ribbon orders until October 10, 2011. Any orders received after this date may not be processed in time for planned events. Thank you for your cooperation.

Publication No.	PUBLICATION TITLES:	Limit 32 Copies
1564 New	Drugs: Shatter the Myth (Middle/High School)	
2500 New	Drinking, Drugs, and Driving (High School)	
2554 New	Over-The-Counter Drug Abuse (5th – High School)	
2703	Drug Prevention Coloring & Activity Book (K - 3rd grade)	
2704	Drug Prevention Coloring & Activity Book (4th - 6th grade)	
2754 New	Reach Out Now Talk W/Your 5 th Graders about Underage Alcohol Use	
2775 New	Alcohol: Drug Undercover (Middle/High)	
2787	Alcohol: Problem Punch (5th Grade-Middle School)	
3591	Alcohol: Booze is Bad News (5th – 6th grade)	
3611 New	Marijuana: The Go No-Where High (Middle/High)	
8035	Stay on Track Activity Book (3rd – 6th grade)	
8042	Tips for Teens: The Truth about Tobacco (5th – High School)	
	POSTERS	
9064	Beware! (Alcopops) – Poster (Middle/High School)	
9001 NEW	Nicotine: Mind Over Matter – Poster (All Grades)	
9017	Smoke-Free Playgrounds – Poster (Grade School)	
9026 New	Talk to Your Kids Before a Drug Dealer Does (All Grades)	